7. BIBLIOGRAPHY

1. Marketing Management Ramaswamy & Namakumari, MC Graw Hill Publication 2013 (ISBN - 13-978-1-25-902641-6)

2. Service marketing, Christopher Lovelock Pearson Education Asia 2001 ISBN – 81 – 7808 – 352 – 3

3. Financial Markets and Services by E Gordon and K Natrajan Himalaya Publishing House 2014 ISBN – 978 – 93 – 5142 – 640 – 0)

4. A comparative study on the performance of selected Public sector & private sector banks in India, Cheenu Goel, Chitwan Bhutani Rekhi, July, 2013, JBM & SSR ISSN 2319 – 5614 July 2013)

5. Marketing of Financial Services, Sangeeta Arora, 2005 ISBN No. 81-7629-653-8, Deep & Deep Publications Pvt. Ltd.

6. Marketing of Financial services Laila Das ISBN – 978 -93 – 82791 – 08 -9 (2012) Vipul Prakashan

7. Marketing of financial services Himalaya Publishing House V.A. Avadhani 2013 (ISBN 978 – 93 – 5097 – 356 – 1)

8. Role of Technology as a growth catalyst in the micro finance sector. Microfinance in India Edited by K G Karmakar Sage Publication 2009 ISBN – 978 – 0 – 7619 – 3626 – 8

9. A comparative study of customer perception towards E – banking ISSN – 2250 – 3153 International Journal of scientific and research Vol. 3 2013

10. Dr. Parag Pateria Marketing of financial services. Global Journal of Multidisciplinary studies 2015. ISSN – 2348 – 0459.

11. Hooman Estelami, marketing Financial Services 2012 ISBN 13 – 978 – 1457507748

12. Jillian Farquhar and Arthur Median in their book Marketing Financial Services 2010 Palgrave Macmillan ISBN No. 9780230201187

13. Marketing Financial Services book edited by Christine Ennew, Trevor Watkins and Mike Wright (2011) ISBN NO. 978 – 0 -7506 – 2247 – 9)

14. Services Marketing Concepts and Practices Kapoor, Paul, Haldar. Mc Graw Hill – 2011 ISBN – 13 – 978 -0 -07 – 070069-7 ISBN – 10-0-07-070069-9

15. Vasant Desai, Bank management. Himalaya Publishing House (2013) ISBN – 978 – 93 – 5097 – 250 – 2

16. Gaurav Gupta & Anuj Gupta, Study of Marketing of Financial Services of Public Sector Banks in India: A Case Study of Punjab National Bank, December' 2012, ISSN No: 2249 – 4944, International Journal of Education and Applied Research

17. A Study On Customer Satisfaction Of Commercial Banks: Case Study On State Bank Of India Amruth Raj Nippatlapalli. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X.

18. Sunny Fernandes, Service Sector Management 2014. RPH ISBN 978938-1578353

19. A Comparison of Relationship Marketing In Public and Private Sector Banks in India Mihir Dash and Vineetha Rajshekhar, International Journal of Marketing, Financial Services & Management Research. ISSN 2277- 3622. Vol.2, No. 7, July (2013).

20. A comparative study on customer satisfaction in Indian public sector and private sector banks, (with special reference to Delhi and NCR region), Ms. Pallavi Gupta; Dr. Chhaya Mangal Mishra; Dr. Tazyn Rahman, international journal of social science & interdisciplinary research ISSN 2277 - 3630, IJSSIR, vol. 2 (8), august (2013).

21. A Critical Study of Banking Services & Their Promotional Practices. Dr. V. R. Uttarwar, Asian Journal of Management Sciences 02 (03; 2014; 74-77. ISSN 2348–0351.

22. Saveeta Sagar book named Commercial Banks in India, 2005, ISBN 8176-297259.

23. K. C. Sharma, Modern Banking In India, 2007, ISBN 978-81-8450-019-6.

24. Comparative analysis between Private Sector and Public Sector Banks in Mobile Banking in Different Cities. Renu Bagoria, Head of Department in CS Jagannath University, Jaipur, International Journal of Scientific & Engineering Research, Volume 5, Issue 2, February-2014, ISSN 2229-5518

25. Dr. Deepak Gupta, Dr. Vikrant Singh Tomar, A Comparative Study Of Customer Friendly services Of Selected Private & Public Sector Bank In India, JBFSIR ,Volume 1, Issue 9,(December,2011) ISSN 2231-4288

26. Prof. Mrs. Minakshi Dattatray Bhosale, E-Banking Services: Comparative Analysis of Nationalized Banks, International Journal of Engineering Research & Technology (IJERT) Vol. 1 Issue 8, October - 2012 ISSN: 2278-0181

27. Ronak Mehta, Banking Services & Customer Satisfaction – A Study of Public and Private Sector Banks in Navsari City, Vol: 2, Issue: 3, March 2013 ISSN - 2250-1991

28. A Study on Customer Satisfaction towards Public and Private Sector Banking Services [with Special Reference to Anantapur District of Andra Pradesh], M.E. Doddaraju, Global Journal of Management and Business Studies. ISSN 2248-9878 Volume 3, Number 6 (2013)

29. Prerna Dawar (2013), " A Study Of Factors Affecting Customer Satisfaction In Present Highly Competitive Banking Industry", Asia Pacific Journal Of Marketing & Management Reviewvol.2 Asia Pacific Journal of Marketing & Management Review ISSN 2319-2836 Vol.2 (2), February (2013)

30. Customer Relationship Management in Banking Sector: A Comparative Study Of SBI & Other Nationalized Commercial Banks In India, Sanjay Kanti Das, Arth Prabandh: A Journal of Economics & Management, Vol.1 Issue 6, September 2012, ISSN 2278-0629.